

Appl. No. 09/813,690  
Amendment Dated December 31, 2003  
Reply to Office Action of July 2, 2003

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A method of selling a product via a web site, wherein the method comprises:

- building a database of products that includes a reference price for each product;
- importing retail prices for each product from retailers of the products;
- providing a list of products to a customer;
- receiving a product selection from the customer;
- providing a list of retailers to the customer for the product selection, wherein the list includes a reference price difference for each retailer in the list;
- receiving lists of wholesale prices from distributors of the products; and
- setting the reference price for each product equal to a lowest wholesale price.

Claims 2-24 (canceled)

Claim 25 (currently amended): A computer coupled to a network and configured to provide a service, wherein the service comprises:

- building a database of products that includes a wholesale price as a reference price for each product; and
- importing retail prices for each product from retailers of the products.

Claim 26 (original): The computer of claim 25, wherein the service further comprises:

- providing a list of products to a customer;
- receiving a product selection from the customer; and
- providing a list of retailers to the customer for the product selection, wherein the list includes a reference price difference for each retailer in the list.